



**FACTORS INFLUENCING BRAND EQUITY OF SPORTSWEAR BRAND
AMONG GENERATION Y IN UITM BANDARAYA MELAKA**

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2015136697

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
'DECLARATION OF ORIGINAL WORK'**

I am, Nurul Fatihah Binti Noorafuddin, (I/C Number: 941206-05-5432).

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

JANUARY 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**FACTORS INFLUENCING BRAND EQUITY OF SPORTSWEAR BRAND AMONG GENERATION Y IN UITM BANDARAYA MELAKA**' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

NURUL FATIAH BINTI NOORAFUDDIN

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

ABSTRACT

This research purpose is to study the factors that influencing brand equity of sportswear brand among generation Y in UiTM Bandaraya Melaka. Since there are a lot of new brand come into the industry, brand equity become more crucial day by day. Moreover, there are varieties of factors to achieve high brand equity. In this study, four (4) factors were adopted which is brand association, brand awareness, brand loyalty and brand image. These studies were focus for the population of generation Y in UiTM Bandaraya Melaka. 150 sets of questionnaires were distributed and only 120 were returned. The results from this study found that brand image is the factor that gives the greatest impact on brand equity. Convenience sampling was the sampling method for this study. The data of correlation and regression was analysed by using SPSS.